

# MAJOR INTERESTS JOIN TO BOOST GULF COAST MATERIAL ACTIVITIES

## South Missisippians, Inc., to Foster Coast Development on Gigantic and Emphatic Plan—Plan Without Precedent

**LATEST MOVE FOR THE** Major lumber interests, developers,

**MISS. GULF COAST.**

A few days ago South Mississippians, Incorporated, was organized and while it has attracted but very little

Southern Mississippi have joined in a program to promote and develop the southern part of this state and its coast, with the view of making the territory into one of the foremost

The members of this organization are not only prominent but also very influential in the area of the primary development work such as building hotels sea walls boulevard beach drives, good roads in the interior, water supply, sewerage, drainage, and other public works. Among the members are Chief Mentor, Rigolote, Biloli, and

Ocean Springs are now positively as-  
sured, consequently the time has now  
come to endeavor to entice or in-  
duce anybody who is so situated not  
only to the Gulf Coast, but especially  
to South Mississippi.

The fact of Mr. C. H. Markham  
and Mr. J. V. Lanigan, of the Illi-  
nois Central railroad, having allowed  
the Gulf Coast to be in connection  
with this corporation, also the suc-  
ceedingly influential intelligent ef-  
fort now being made by the Edward  
Hines Lumber Company, also other  
large landed interests, should convince  
the skeptical in no uncertain  
manner that the plan under con-  
sideration is a profitable one. The  
cut-over lands of South Mississippi  
will soon be covered with pecan  
groves, with cows grazing, also win-  
ter vegetables growing between the  
trees and last, but not least, that the  
results all concerned will be emi-  
nently successful.

The installation of creameries in  
all Gulf Coast towns with a back  
country population that will of itself  
double if not quadruple the present

Edward H. Wiggins Lumber interests,  
headed by the largest individual  
landowners in Southern Mississippi,  
The Goodyear Yellow Pine company,  
headed by L. O. Crosby and Lamont  
Rowlands, Piquette, Miss.; The  
Edgewater Gulf hotel, the largest  
hotel on the Mississippi Coast and  
Edgewater Park Hotel, Gulfport, Miss.;  
Inc., developers of Pine Hills and  
owners of the Pine Hills hotel, Pass  
Christian, Miss.; Holmhaven-on-the-  
Gulf, Inc., residential park and com-  
munity developers, Chicago and Bi-  
loxi, Miss.; Briarcliff, residential park,  
Biloxi; Pass Christian Isles, community  
development, Pass Christian, Miss.;  
and Meyer Eiseman, head of Bay Ter-  
race, Biloxi and New Orleans, La.,  
and the Louisville and Nashville rail-  
road.

**Officers Elected.**

Officers of "The South Mississippians,"  
as follows: President and Incumbent,  
F. Cornelius, Chicago and Bi-  
loxi, president; George Crowley, Chi-  
cago, secretary; Cory and Caylor,  
Inc., Chicago, administration direc-

to inhabitants in each community is the Gulf Coast program as the attention has apparently been centered in beach frontage to the almost entire, exclusion of other very essential influences.

The inauguration of a daily milk train between Ocean Springs and New Orleans in infinitely nearer a certainty now than the home talent of the Gulf Coast themselves could visualize and the South Mississippian especially and particularly adapted for the growing of winter vegetables now that the completion of bridges is assured means a truck service from there to every market in

tors; Carl L. Schmidt, Chicago, treasurer and the following committees, the members of which are as vice-presidents of the organization.

Advertising and publicity, Herbert G. Sharp, Chicago, chairman; Col. J. E. Edmonds, New Orleans; C. W. Hudson, Chicago; Lamont Rowlands, Picayune, Miss., and George Crowley, Chicago. Colonization and residential development, R. E. Koppick, Picayune, Miss., chairman; S. Weston, Chicago, vice chairman; W. Perkins, Lubumbert; Meyer Eiseismen, New Orleans, La., and Mike S. Hart, New Orleans. Resort activity, William M. Dewey, Chicago, chairman; Harry Latter, New Orleans; O. O. Carpen-

The actual facts regarding the Mississippi Gulf Coast are approximately as follows:

About two years ago the Illinois Central bought the Gulf and Ship Island railroad and Mr. C. H. Harkman, then president, but now chairman of the Illinois Central, in a public statement said: "We are going to use every agency at our command to help develop the Mississippi Sound Coast and the result of this development will be felt by the rest of the state."

The immediate effect of this expression, but Mr. Harkman was

co-ordinator. Public affairs and coordination. A. L. Jagoe, chairman, Gulfport, Miss.; Col. J. E. Edmonds, New Orleans; Major John Kennedy, Biloxi; and Major W. A. Long, Biloxi, chairman, Gulfport; W. A. Russell, Louisville, Ky.; J. V. Lanigan, Chicago. Directors of the new organization will be announced later.

**Officers in Chicago.**

Administrative offices of the South Mississippiian, Inc., will be established at 307 N. Michigan avenue, Chicago; immediately and on the Mississippi Coast Oct. 1. J. F. Cornelius, president, announced that his new organization will operate in co-operation

During a horde of speculators to the Gulf Coast, who could only see the ultimate possibilities, also probabilities, but who failed to realize the development necessary, had then not occurred and in attempting to make the shoe-string grow into a pair of top coats they prematurely enhanced prices.

Certain Illinois Central officials evidently realized the situation and while constructive development work during the past two years has been fostered and fostered by them, in a somewhat haphazard manner, yet the shoe-string has been used as a lever to gradually eliminate and the Mississippi Gulf Coast should now enter a period of substantial, but not sensational enhancement of values partly in connection with any civic or public organization which is constructed in relation to the Coast. The South Mississippi. It will not duplicate any activity now being successfully carried on by other organizations.

"Most of the organization's efforts will be expended to bring new energies, investors, homeowners, horticulturists and other desirable additions to the Mississippi Coast from outside the state. A national campaign of educational publicity is to be carried on, effective immediately, and a paid advertising campaign is planned to start early this fall."

A definite program of immediate activities is being conducted by The South Mississippians, Inc., which, in addition to advertising and publicity, in-

on the beach, but principally off of the beach.

The speculator who has been able to make his second and in many instances his third payment on purchases made two years or more ago, has sufficient equity in his property to make him secure and as the actual developer in accordance with beach frontage is concerned, also necessary bridges are now either completed or assured. It is almost as certain as death or taxes that the entire Gulf Coast and South Mississippi are on a firm financial foundation and will go ahead slowly, but surely.

During the past two years the high places, high points of beach front homes and the big hotel builder, insofar as the Gulf Coast is concerned, have

cluded the following:

1. Organize and publicize a central, direct and all-year highway between Chicago and the Mississippi Coast, and give publicity to same, in order that motorists may know of its existence. A road map showing the route will be issued and distributed to various persons interested and to various motor clubs throughout the country. The route and map there of will be made up with the cooperation of state highway departments.
2. Launch the organization work for the start on October 1 of a campaign to swing public opinion in favor of winter vacations in the South.

are extremely conspicuous by his absence at certain beach front estates are still being offered for sale at less than cost of improvement and when ever anything is offered below cost of production it means a lack of immediate, definite and certain certainty of an ultimate demand.

The climate, the artesian water, the boating, bathing, fishing, hunting and numerous golf links, also, a bountiful supply of excellent hotels now in operation with very low summer rates will attract many summer visitors from all over Orleans and the interior of Louisiana, Mississippi, and Alabama. A view of the entire beach frontage of the Gulf Coast being only about 159,000 feet, the possible supply should undoubtedly be absolutely unequal to the demand.

In this campaign to be joined with an educational effort to show the Mississippi Coast as the greatest winter vacation area to the Central North. The co-operation of health officers and industries whose slack periods of activity come in the winter time will be sought and secured.

3. Work to bring major league baseball teams to the Coast for spring training.

4. An organized effort will be made to attract additional and larger conventions to the Coast.

5. Begin immediately an organized effort to further the colonization of Southern Mississippi. This effort will be carried out by:

a. Securing the co-operation of various interests concerned, both private and - public, in learning the

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## ROCKACHAWS MAKE FINE SHOWING AGAINST COTTON STATES LEAGUE TEAM

**Tarpons From Gulfport Met Their Match in St. Stanislaus Team—Take Victory By Close Score of 5 to 6—Superb Playing By Locals Surprise Visitors.**

The Rockachaws came within an ace of hooking a string of big fish on Thursday evening out at Rockachaw Park when they crossed bats with the "Tarpons" from Gulfport of the Cotton States league. The visitors won, however, by a score of 6 to 5.

It was the philanthropic spirit of the Rocks that caused the loss of the game, they must have been under the impression that they were assisting the flood sufferers. Miscues resulted in contributing five of the half dozen runs that Gulfport got, and up to their credit, as the record shows that they earned but one tally during the game.

At the end of the third inning it looked like the Rockachaws were going to both cut the cake and eat it, they had scored five runs to the Tarpons' two. Things looked along nicely till the fatal sixth, when too much butter got on the local fingers and the big fish scored a trio of runs to tie the score five all.

Cotton Collier was on the mound against Bill, and his pitching was of a glittering variety. True, the Cotton lad walked a quintet of batters, but his professional opponent gave three passes himself. Cotton allowed but seven hits, while Bill was touched up for twice as many. Therefore, Prep-schooler versus Pro, the college boy gets the feather here.

The tie remained intact till the eighth when Leintz popped a fly to the pitcher's box, Collier got under it and had it in his mitt, but let the ball drop as he changed hands; Leintz stole second and eventually crossed the rubber with the winning run.

With two down in the ninth the Rockachaws rallied. Bonura sent a single to center, Montz got to first on an error by Price, a wild pitch advanced both men and Schwartz ambled to the plate. It looked like curtains for the Tarpons, for Marchie had already registered a triple and a single off Bill, but Manager Evans called Pradat to the mound and the Sheik struck out.

For Tackling organized baseball, and nearly getting away with it, these prep-school boys of Stanislaus deserve a world of credit. As it was they should have won, but the fates ruled contrary.

**Box score:**  
Stanislaus (5) AB H PO A  
Rinaudo, 3rd 4 2 0 1  
Fernandez, lf 4 1 0 0  
Bonura, 1st 5 3 3 0  
Montz, 2nd 3 2 5 4  
Schwartz, 2nd 3 2 5 4  
Fabacher, rf 4 2 1 0  
Leger, cf 4 1 2 0  
Glover, c 3 1 8 1  
Collier, p 4 1 0 3

**Totals** 37 14 27 10  
Gulfport (6) AB H PO A  
Malazo, 3rd 4 1 1 4  
Duke, 3rd 5 1 1 0  
Caruth, cf 3 1 4 0  
Ford, rf 4 1 0 0  
Price, 1st 4 1 0 0  
Jones, lf 4 0 1 0  
Leintz, 2nd 3 1 6 4  
Keyes, c 3 1 7 2  
Bill, p 4 0 0 3  
Pradat, p 0 0 0 0

**Totals** 37 7 27 13  
Score by innings: 003 010—6 7 3  
Stanislaus 023 000 000—5 14 8  
Summary—Runs, Caruth, Ford (2), Jones, Leintz, Bonura, Montz, Schwartz, Fabacher, Leger. Three base hits, Schwartz. Earned runs, Gulfport 1, Stanislaus 6. Walks by Collier 5, by Bill 3. Struck out by Collier 4, by Bill 3. Double plays, Schwartz to Montz, Malazo to Leintz to Price. Errors, Price, Collier (3), Glover, Schwartz 2, Montz, Rinaudo. Time of game, 1 hour 30 minutes. Umpire, Hightower.

### Nary a Substitute For Lloyd or His Laughter

Quoting "The Butter and Egg Man" whose wisdom has flashed along Broadway and throughout the country, "There is no substitute for laughter." Surely there is no substitute for Harold Lloyd, whose name is synonymous with laughter, as he again demonstrates in his latest creation, "The Kid Brother," arriving at the A. & G. theater tomorrow and Monday, which many hail as his greatest achievement.

"Laugh and live longer" is an old theory and Lloyd has forcibly demonstrated the wisdom of this belief. The only trouble with the horned riddled boy of laughter is that he doesn't turn out enough pictures to satisfy his admirers.

He put nearly eight months of intensive thought into "The Kid Brother" and there are none who will doubt that the time was well spent after seeing the picture, which ranks with what the critics have hailed as an immortal classic of the screen, "Grandma's Boy." It has a smattering of those ingredients that made "Grandma's Boy" one of the foremost successes in cinema history, and also possesses the elements of a picture that is lacking in the earlier production.

The story is laid in much the same surroundings, with the boy overcoming an inferiority complex forced on him by a family which always looks on him as the "young un" and fails to see the many qualities that enable him, in the denouement, to save the family from financial disaster.

Johnny Ralston, Walter James, Olin Francis, Leo Willis, Eddie Boland, Constantine Romanoff, and Ralph Yearley appear with Lloyd in Paramount's latest release.

Slot machines supplying food and drink are to be installed in German commercial parlors.

B. H. Robotham, of Birkenhead, England, was charged with annoying the jury by his attentions and the jury awarded him \$3,500.

## COLLEGE ECHOES

**Brother Cyran Celebrates Golden Anniversary.**

This Saturday, April 30th, marks the passing of the fiftieth year that Brother Cyran, head-chief of the college, has spent in the service of the Lord. For the last forty years he has been at the college itself and the Brothers and boys join in expressing their gratitude for his valuable attention. Due in no small degree to his culinary art and personal supervision of the kitchen, Stanislaus attained recognition as having the best meals of any boarding school in the country. The student body wishes to take this space in thanking Brother Cyran for his splendid work and in wishing him many more happy years in the Brotherhood.

**Athletic Field to Have Stone Fence.**

Brother Boggs and Co. have already started work on a new stone wall to replace the wooden fence that encloses the green. The old gym has been made his headquarters and passers-by are awed by the scene of industry within. The wall will be nine feet high and will stand in the same place as the old one. Needless to say, this marks a major step in Stanislaus progress.

### We Do Our Bit.

In one of his regular Thursday morning talks, Brother Peter explained to us that charity according to James Russell Lowell was, "Not what we give but what we share, for the gift without the giver is bare." Monday, a collection was taken up for the aid of the flood refugees in the Mississippi valley and from the Mississippi and the local donation it is quite evident that the boys learned a lesson in charity.

### One Born Every Minute.

Rumor reached the Echo staff that Mr. P. T. Barnum, originator of the phrase above, had made an earnest attempt to procure the services of Dr. Sassone, our brainless wonder. During one of his periodic brainstorms this misguided individual had the misfortune to seek masculine beauty and irresistible appeal by bleaching his hair a delicate pink. Of course, we don't mean to attack red hair in general. In fact, it is beautiful on some people, but in this particular case, just can't stand the color scheme. Red just can't stand the color scheme, but they don't mix as far as people are concerned. Oh well! Poor Sassie, maybe he can't help it.

### Sam S. Greene.

The Senior class earnestly beseeches Abe Martin Greene to keep his shoes on in all classes from now on.

### Another Brainstorm.

Last week the Senior class was required to write an argument to be presented to the city council after the completion of the big bridge. The purpose was to propose that the city finance and build a bus line to advertise Bay St. Louis property. The fellow who handed this in must have been sitting on a dictionary.

"Gentlemen of this most illustrious assembly, we are convened on this momentous occasion to discuss a plan which, to the progress and prosperity of this municipality. We have long been aware of the natural beauties and health properties of Bay St. Louis and its vicinity, but, through some antic of fortune, this knowledge has been almost entirely confined to residents and embryonic Isaac Walton. The time has arrived for Bay St. Louis to make an earnest bid for the wealth and fame that is flowing into our sister cities like the current of a mountain stream, and with your unreserved co-operation and support, this bid will be the most successful of the Mississippi Coast has to offer. The mighty viaduct which has opened a gateway between Bay St. Louis and the outside world has in itself been a stupendous project, productive of unlimited possibilities; however, according to the plan, we will produce both gratification and disappointment, while realities produce only results, I propose that we not rely solely upon chance visitors and wandering motorists to advertise our attractions—realities are so easily afforded. I suggest that the city take a bus line in which, taken in all, would in itself be a paying proposition, and operate Coast tours from New Orleans, Gulfport and Biloxi; the underlying motive of these tours being to exploit Bay St. Louis to better advantage than her river cities. Biloxi and Gulfport will reveal to you that the initial out-put would be but a trifle as compared with the subsequent returns and will enable you to maintain a propitious attitude toward this plan."

### Expert Typist.

Last Tuesday the boys of the high school were entertained by the world's armature typist. Miss Stella Williams, of New York, came here as a representative of the Underwood Typewriter Co. to demonstrate the speed that can be obtained on this machine.

In her demonstrations she copied from a book for one minute at the average of 127 words a minute and another test was taking dictation at the rate of 147 words a minute, and she wrote at the rate of 228 words a minute, carrying on a conversation at the same time she was writing.

The exhibition was greatly enjoyed and we hope that she will soon return to give us another demonstration.

Miss Williams complimented our boys very much by saying that the members of the typewriting class have a record that surpasses any school of their standing.

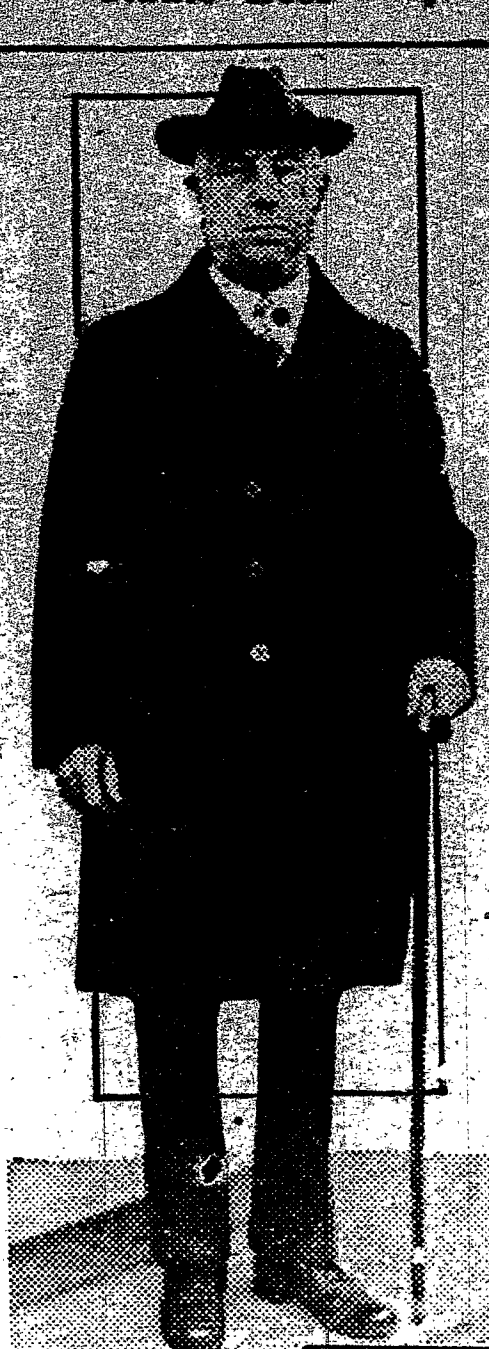
### Tarpons vs. Rockachaws.

The boys must have had stage fright Thursday—we capped enough hits to win any ball game, but errors will happen and undoubtedly will occur again, but we hope not in such a big number.

Fred Dezhard comes Sunday and his efforts will be every bit as strong as the Tarpon squad, perhaps stronger. Fred always has a string of youngsters with him that would look good on any old team.

Noah Gooding, of Attica, Ind., recently had a splinter removed from his eye in which it had been carried for 24 years.

## Radio Boss



First picture of retired Admiral William H. G. Bullard, Chairman of the New Federal Radio Commission just back in the U. S. from China to take up his new job, control of radio.

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(CONTINUED FROM PAGE ONE)

amount of land available and adaptable for colonization in Southern Mississippi.

(b) Securing the co-operation of the state agricultural authorities in learning the extent of this land's adaptability to agriculture, horticulture and dairying.

(c) Conducting surveys of costs and potential productiveness and co-ordinate with those already made.

(d) Use this data in a campaign to attract colonizers.

(e) Co-operating with colonizers in securing desirable classes of colonizing prospects.

**Seek Settlers.**  
(f) Negotiating with foreign consuls and immigration authorities in furtherance of a plan to draw Europeans and others skilled in horticulture and truck farming to Southern Mississippi.

6. Undertake, sponsor and aid in the organization of resort activities on the Mississippi Coast for which facilities are available and which may be made advisable. Such activities will include a national golf tournament on December 1, or thereabouts, as well as other events such as polo tournaments, etc.

7. Data to attract potential industries will be gathered and properly presented.

8. The association will co-operate with any of member interests in the organization of any noteworthy project and give publicity to same.

9. Co-operate with the railroads who are members in their activities for the South Mississippi and the Mississippi Gulf Coast.

10. Data and editorial matter will be compiled for an up-to-date Southern Mississippi and Mississippi Coast booklet suitable for the use of the association membership, and this will be ready for the press September 1, or thereabouts. This will insure the availability of such literature at a sufficiently early date to be a maximum benefit.

Editorial and photographic contents of the booklet will completely cover: (a) Homes; (b) resorts; (c) industries and their potentialities; (d) public facilities, schools, highways, railroads, utilities, etc.

(g) Recreation; (h) any other points determined by the advertising committee.

The South Mississippians, Inc., at its organization meeting took occasion to adopt a resolution endorsing which had previously endorsed the work of the Mississippi Coast club organization and the program of the South Mississippians, Inc.

Mrs. Jane Sparrow, of Cardiff, England, stipulated her will that she here must provide a lifetime home for her nine cats.

Mrs. Mary Stanley, of St. Paul, was placed under bond for attacking a bill collector with a pair of scissors.

## Famous Cartoonist Joins Our Staff



It is with pride this newspaper this week introduces to its readers Mr. Albert E. Allen, of Annapolis, Md., a cartoonist whose cartoons will appear regularly in these columns every week. We are confident the work will win quick favor.

## Bay St. Louis Answers

**Call of Distress From Delta Flooded District**

(CONTINUED FROM PAGE ONE)

better for the people of our city," he concluded.

**Boats and Volunteers Leave.**

By Monday afternoon twelve fine skiffs had been collected, in answer to Governor Murphy's appeal for boats in the name of God, and six motor boats were shipped to the scene of need. It was most generous, and all of these were given voluntarily. These boats had to be manned by people familiar with such work and a number of volunteers were accepted for such purpose and to serve in whatever general utility work they might be called upon at headquarters in and around Greenville and other points.

The men left that evening by train, after fixing their daily affairs, their names, Victor Lizama, Grady Perkins, George S. Horton, Carlos J. deArmas. These men left at their own mission of mercy as volunteers and without pay whatever.

**Never Such Spontaneous Response.**  
"It was associated with my fellow citizens of city and county," said Joseph O. Mauffray, to The Echo, Monday afternoon, "and never, not even during our various campaigns during the World War, when we went over the top in every instance, have the people responded with such spontaneous outburst. It was without hesitation and generous."

"It makes one feel good," said a bystander, "to know and to feel that one is privileged to live in such community, and may the spirit ever continue."

"We have over eighteen hundred dollars this afternoon," said Capt. C. B. Fisher to The Echo, "but we are going to easily reach the \$2,500 mark. The people are equal to the call and their generosity is marked," he concluded.

"Let it be said," stated A. Palmer Lott, "that there were over two hundred public-spirited citizens from the general ranks of our good people, who took an active and most intense part in accomplishing the marked result. There are many names not appearing in the list of names given for official publication, but, they, too, with appointed committees, worked and deserve the same credit." As commander of the local Legion, Mr. Lott has been true to his code and active in the exercise of his duties.

**Committees Appointed by Chamber of Commerce.**  
Jos. O. Mauffray was appointed general commander of all committees, with S. F. Giering, general secretary.

**General and Executive Committee.**  
A. Palmer Lott, chairman; Dr. C. M. Shipp, A. R. Hart.

**Steering Committee—C. B. Fisher, chairman; Charles A. Breathe, John deArmas.**

**Subscriptions—C. Greer Moore. Boats—Frank Craig, Howard F. Mullikin.**

**Transportation—Alan Vairin. Truck and Crating—Luger Mauffray.**

**Subscription Committees.**  
District 1—Capt. Charles Traub, Robert Solomon.

District 2—E. J. Giering, R. Terrel Perkins.

District 3—C. C. McDonald, A. E. Mill.

District 4—Louis J. Norman, Sylvan J. Lader, Horace L. Kergosien, Chas. G. Moreau.

District 5—Fred A. Wright, Wilbur H. Driver, Frank Guitteniez.

District 6—Ed. J. Arceneaux, August Schiro, M. T. Bangard, Douglas Bourgeois.

District 7—Jos. L. Favre, Forest L. Favre.

District 8—Harry Stuart Sancier, Bro. Peter St. Stanislaus College.

District 9—A. B. Day, R. N. Blaize.

District 10—Frank Green, S. L. Engman.

District 11—S. F. O'Neal.

District 12—Clem Weston, Kenneth W. Pepperdene.

District 13—Crawford, W. R. Cagle (L. & N. employees).

District 14—Mrs. A. F. Fournier (Waveland).

District 15—Rev. H. H. Lowe (colored population).

**In Answer to Governor Murphy.**  
For God's sake, Governor Murphy sent out the appeal Friday night, "send us boats," a committee for this purpose was appointed, and as this article is written about a dozen skiffs were provided, and shipped on immediately Monday. The list follows:

Star Fish and Oyster Co., 2 skiffs.  
Leo Murtagh, 1 skiff.  
Walter L. Gleason, 1 skiff.  
Jos. Cospolich, 2 skiffs.  
H. Perre, 1 skiff.  
Claude Monti, 1 skiff.  
Moore & Yocman, 1 skiff.  
C. W. Logan, 1 skiff.  
Mr. Mioton, 1 skiff.  
J. O. Mauffray, 1 skiff.

Those who provided motors: Mrs. E. J. Leonard, Foster Comanegre, J. O. Mauffray, R. F. Hymes, C. B. Penrose and J. J. Wolfe.

The ladies took full charge of the clothes which proved to be a large undertaking but handled in a remarkable manner which entailed untold work. Too much cannot be said in praise of the ladies of Bay St. Louis. They immediately organized by zone the town and throughout the day a stream of automobiles were streaming to the home of Mrs. J. O. Mauffray where headquarters were established. There were no less than fifty women, busy from early morn to late in day, assorting, classifying and packing clothes. There were a large number of men busily preparing the boxes for shipment and several trucks transporting the boxes of clothes from the house to depot. It might here be said that the colored residents made a hasty and splendid response, both with clothes and money.

A remarkable spirit prevailed at all times and with every one in the city. It is said that it was the greatest day in the recent history of the city and one of its greatest accomplishments.

A hen belonging to Mrs. Ella Smith of Crigersville, Ind., laid an egg closely resembling the face of a baby, with all features plainly outlined.

Leo Grow Ghost, grandson of the famed Sioux medicine man, Sitting Bull, recently enlisted in the Fourth U. S. Cavalry at Fort Meade, S. D.

# A COTTON PLANT is Like an AUTO

A CAR can go just about so far on a tankful of gas—and, if it goes any further, it can only do so by coasting down hill.

Same way with a cotton plant. It starts out with a full "tank" of growing power. That's the fertilizer you put under it.

But along about chopping time, you need to "fill her up" again by side-dressing 150 to 200 pounds of Nitrate of Soda per acre.

Then your cotton plants don't have to "coast". Instead they pick right up and carry along to maturity under full growing power supplied by that side-dressing of Nitrate of Soda.

Thousands of cotton growers have tried it and proved it for you. They own good places, wear good clothes and drive good automobiles today because they can turn out bale-to-the-acre cotton. And that pays them no matter what price cotton goes to.

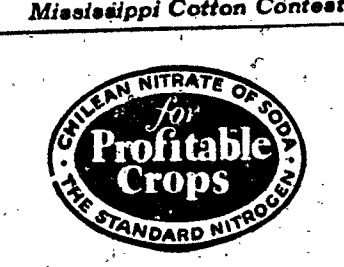
They know side-dressing pays with corn, too.

How about you? Are you willing to profit from the experience of others—or to try it for yourself?

Just cut out this advertisement and write your name and address in the margin. Then mail it to us. We will send you, without one penny of cost, our little book "Side-Dressing Cotton and Corn." Our manager is a practical cotton grower and knows just what conditions call for here in the Magnolia State.

Rosedale, Miss.  
I applied Nitrate of Soda in the drill, 500 lbs. per acre, and side-dressed with 100 lbs. per acre when the cotton was about 12 inches high. I don't believe I would have been placed at all in this contest had it not been for Nitrate of Soda.  
W. V. Cotton  
Winner, 3rd Prize Mississippi 1926 Cotton Contest

Belzoni, Miss.  
Nitrate of Soda is my fertilizer for cotton under all circumstances a farmer has to meet. It has always made cotton for me under heavy "Weevil" infestation, and when the seasons were wet and when they were dry. I also find it most satisfactory for corn.  
R. L. Matthews  
Winner, First Prize 1926 Mississippi Cotton Contest



Chilean Nitrate of Soda Educational Bureau  
236½ E. Capitol St., Jackson, Miss.

## NOTICE TO PUBLIC

Beginning May 1st, Bay St. Louis Banks will open their doors for business at 9 o'clock, instead of 8:30 o'clock as heretofore, and the public by this notice is asked to arrange accordingly for the transaction of their business.

**HANCOCK COUNTY BANK, MERCHANTS BANK AND TRUST CO.,**  
Bay St. Louis, Miss.

April 15, 1927.

Main and N. Front. Telephone 100

## H. G. PERKINS Insurance Agency, Fire, Life, Liability, Auto, Accident, Health REAL ESTATE

Everything you need in Real Estate. Give me a "ring" or drop me a "line" and I will call on you and fulfill your wants.

## IMPORTANT NOTICE

With the arrival of the latest designs in Tapestry, Silks and Cretonne I am prepared to cover parlor sets as low as \$25.00. Also have a few useful and pretty pieces, footstools, etc., that I will sell at cost.

SLIP COVERS A SPECIALTY.

Window Seats **W. H. SLINGER** Cozy Corners

**Upholsterer.**

Shop, 109 Toulme St. Residence, 105 State Street.

## CARMICHAEL,

REAL ESTATE  
IN LISTING YOUR PROPERTY  
DON'T OVERLOOK OUR LOCATION  
AND THE ADVANTAGE IT AFFORDS  
IN REACHING THE TOURIST.  
FERRY LANDING

House 229 W. Office Phone 131  
BAY ST. LOUIS, MISSISSIPPI.

**Monogram Brand Type Writer Ribbons, Better Kind, 1.00 each**





Continuance



No fading all

# A. & G. Theater

## Sunday and Monday

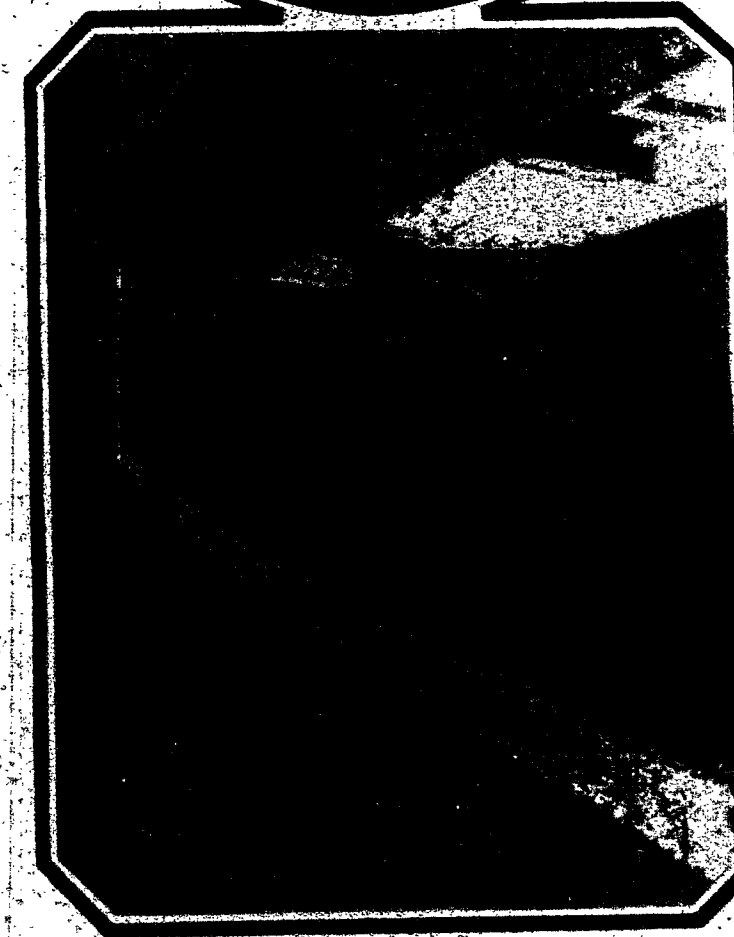
### MAY 1st and 2nd

## Continuous Performace

### 5 O'clock Sunday

### 7 O'clock Monday

## No Advance In Prices



Nobody up—Harold on deck and both in the hold  
Made in U. S. A.



"The Kid Brother"



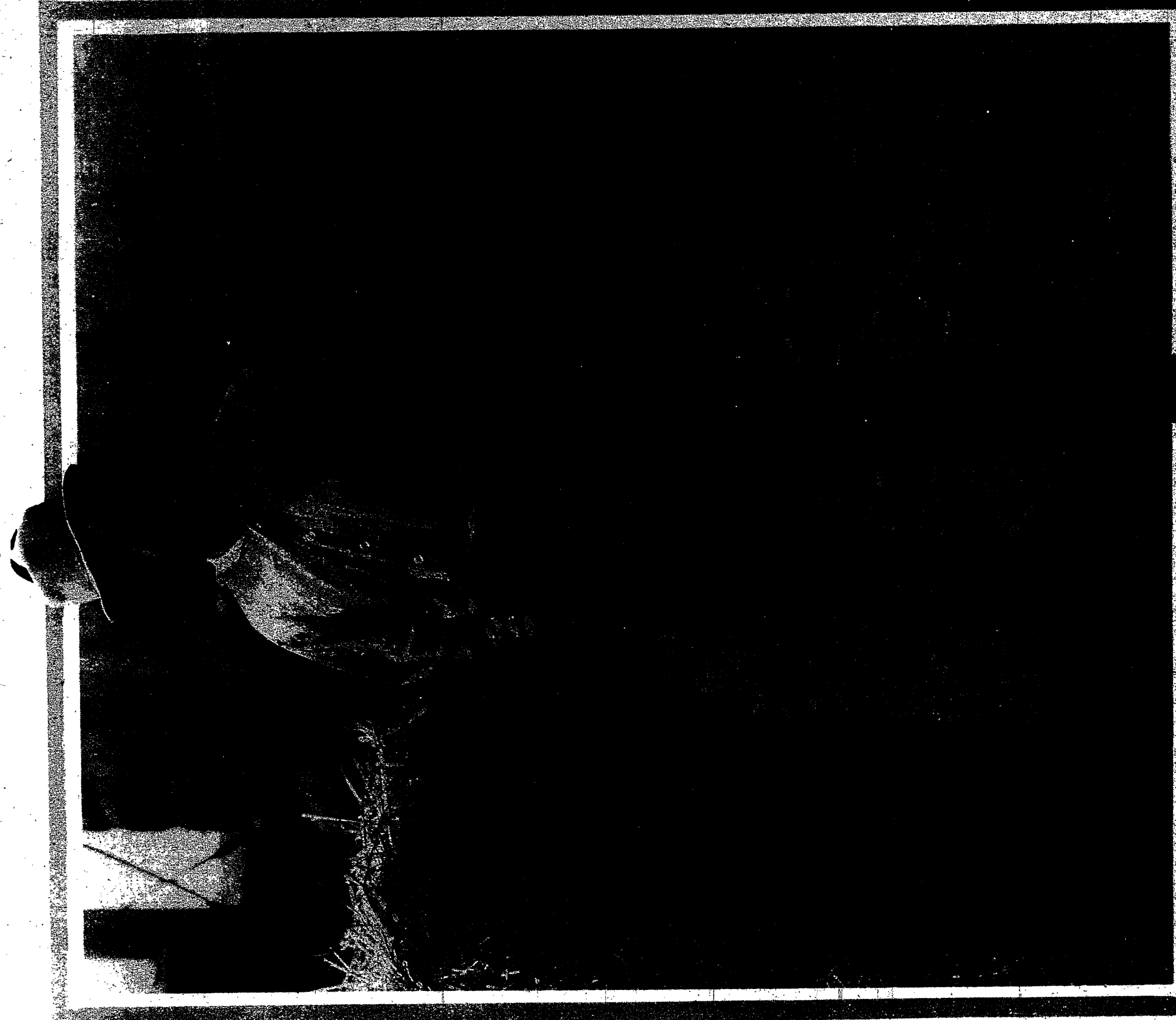
The Sheriff captured

ROTOPRINT GRAVURE CO. Inc., N. Y.

SUPPLEMENT TO  
**The Saturday Evening**

SATURDAY, APRIL 30, 1927.

## Screen Scrapbook



**HAROLD LLOYD**  
in "The Kid Brother"



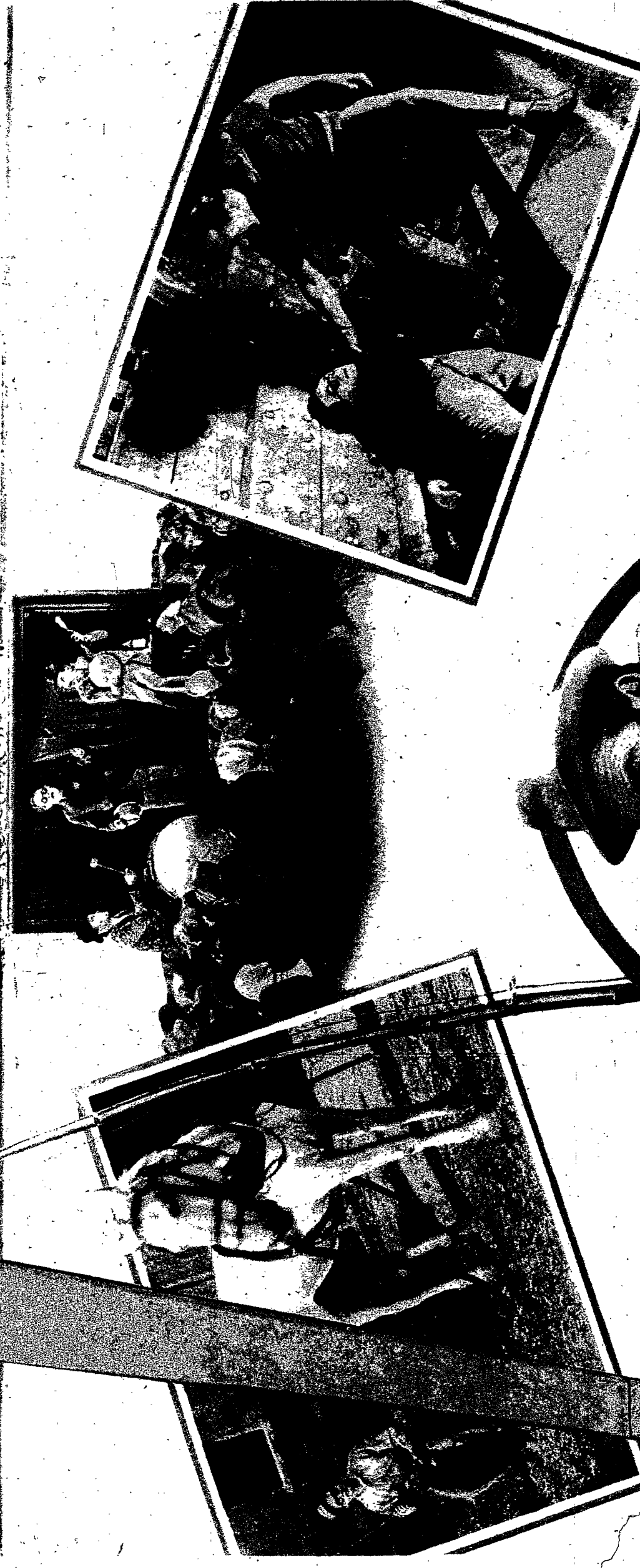
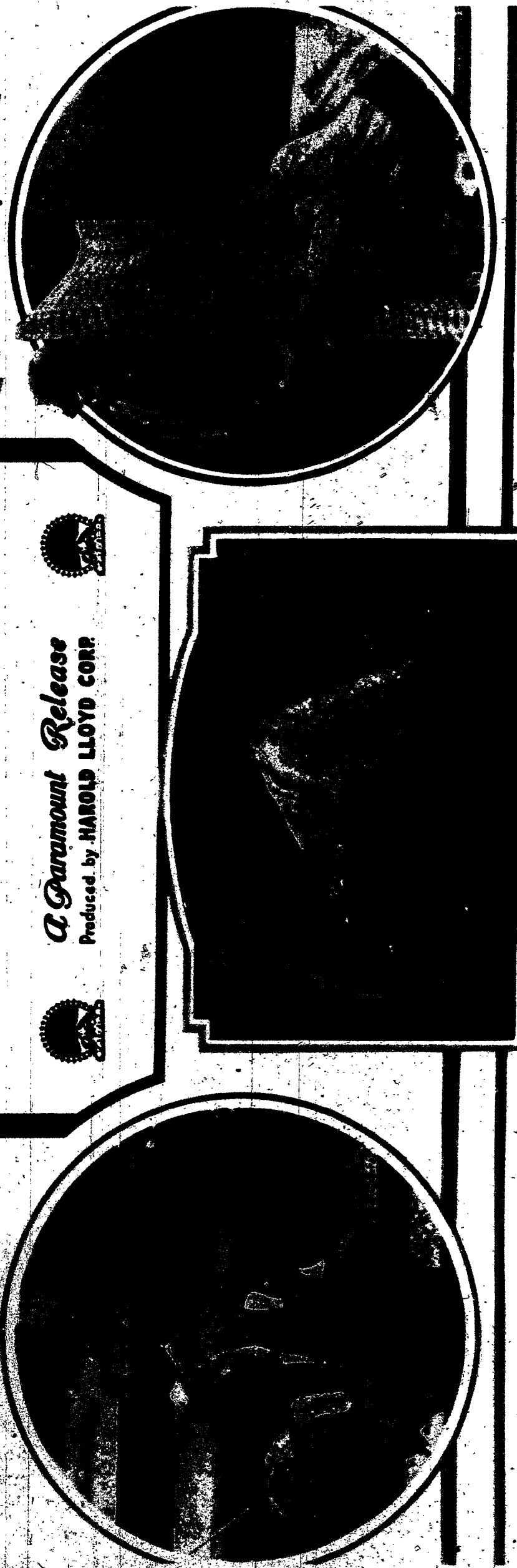
# HAROLD LLOYD

# Jeep to the Millions



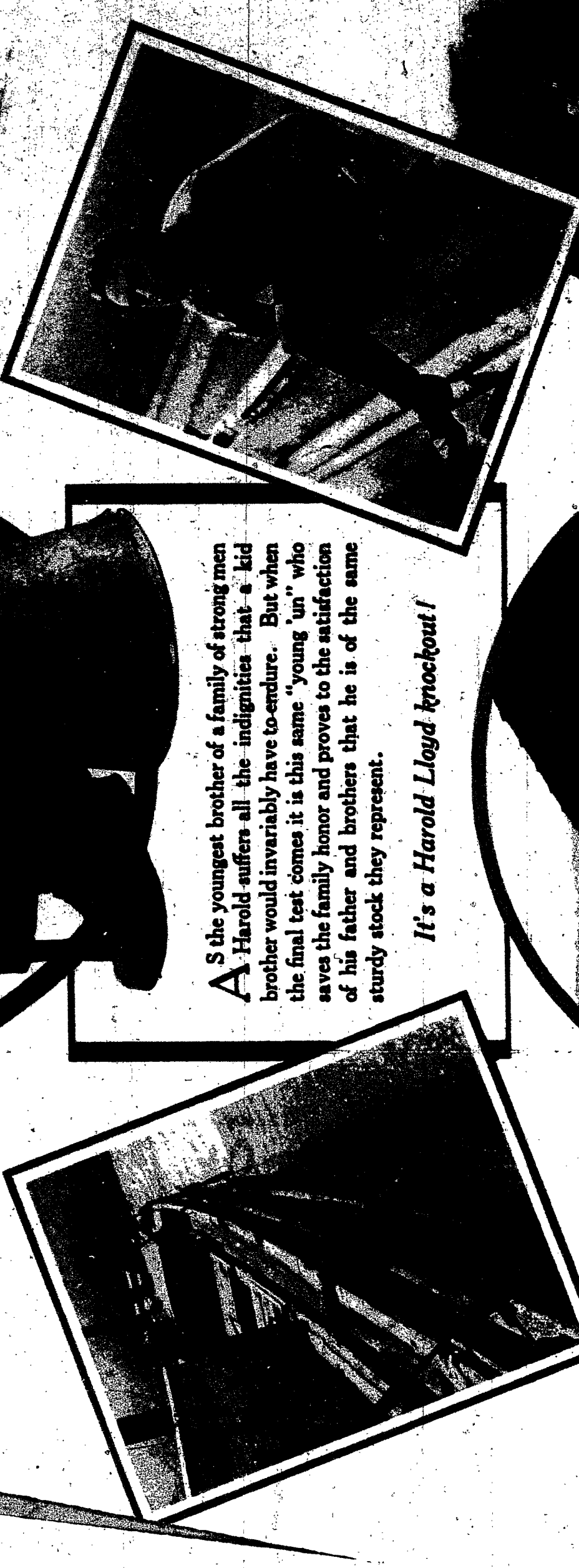
## HAROLD LLOYD "The Kid Brother"

A Paramount Release  
Produced by HAROLD LLOYD CORP.



As the youngest brother of a family of strong men Harold suffers all the indignities that a kid brother would invariably have to endure. But when the final test comes it is this same "young 'un" who saves the family honor and proves to the satisfaction of his father and brothers that he is of the same sturdy stock they represent.

*It's a Harold Lloyd knockout!*









## The Sea Coast Echo

## POLITICAL ANNOUNCEMENTS.

All Announcements Herein Are Subject to the Action of the Democratic Primary in August, 1927.

## FOR LEGISLATURE.

The Sea Coast Echo is authorized to announce

BRYAN RUSSELL.

## FOR DISTRICT ATTORNEY.

The Sea Coast Echo is authorized to announce

HON. WILLIAM MYERS COLMER

LUTHER M. MAPLES

## FOR SHERIFF AND TAX-COLLECTOR.

The Sea Coast Echo is authorized to announce

T. D. KELLAH

JOSEPH C. JONES

CLAUD MONTI

## FOR CIRCUIT AND CHANCERY CLERK.

The Sea Coast Echo is authorized to announce

A. G. (RED) FAYRE

## FOR COUNTY SPT. OF EDUCATION.

The Sea Coast Echo is authorized to announce

DANIEL J. EVERETT

ILIAS JONES

## FOR SUPERVISOR—BEAT 3.

The Sea Coast Echo is authorized to announce

A. J. BILBO

## FOR SUPERVISOR—BEAT NO. 2.

The Sea Coast Echo is authorized to announce

J. B. WHEAT

## FOR SUPERVISOR—BEAT 5.

The Sea Coast Echo is authorized to announce

JOSEPH O. MAUFFRAY

VINCENT F. MORAN

DAN FAYARD

## FOR JUSTICE OF PEACE—BEAT 5.

The Sea Coast Echo is authorized to announce

AUGUST SCHIRO

## CITY ECHOES.

Mrs. Jno. Bryan and family moved over from New Orleans during the week and has opened her summer villa at Cedar Point, one of the attractive and handsomer homes of that section.

Mother's Day Candy just received at Atlas Drug Store.

Mr. and Mrs. Henry Elder and children are here for the summer at their home on the beach front, near St. Charles street. They express unusual delight enjoying the charms of Bay St. Louis.

Mrs. L. N. Word, of New Orleans, is visiting at the home of her daughter, Mrs. R. deMontuzin, and also her daughter, Mrs. E. J. Dubuc, on the bay front. Mrs. Word will remain for a stay of indefinite period.

Miss Hilda Brownlee, of New Orleans, spent the past week in Bay St. Louis, visiting at the home of Mr. and Mrs. George Heitzmann and the attractive guest of her friend, Miss Maggie Heitzmann.

Mr. and Mrs. Jos. J. Ritayik came out from New Orleans Sunday for the week-end at their summer home on the Waveland beach front. They have just returned from a trip to Miami, Fla., and a week's visit in Havana, Cuba.

Mrs. C. Jaubert Fuch has leased the Perre dwelling in Washington street for the full summer season, and arrived this morning, accompanied by her sons and daughters. This will be good news to the many local friends. Will your mother receive a present box of Candy on Mother's Day? Answer yes and Phone No. 4, Atlas Drug Store, to reserve a two-pound box and deliver it Sunday, May 8th.

Miss Odellie Gassard, Mr. John Fox, Mr. J. Kern, Mr. and Mrs. J. V. Holzer and Mr. and Mrs. E. J. Kern were week-end guests at the Thomas home in Carroll avenue, hospitably entertained by Mr. and Mrs. D. A. Thomas.

Mr. and Mrs. Gordon Boswell and children and servants are here from New Orleans and are occupying the (Judge) Eastman villa on the beach bluff near the Bay St. Louis division line. They plan to remain for the summer.

Mrs. Calogne and daughter, Mrs. Baptist and child, motored to Bay St. Louis during the early part of the week and will remain visiting at the home of their relatives, Judge J. A. Breath and daughter, Mrs. Egan, until the flood situation along the river will show permanent improvement.

Attorney Robt. L. Genin, accompanied by Attorney Gardiner, of Gulfport, was in Jackson during the early part of the week, arguing the Waveland seaway case before the Supreme Court. The argument consumed about a half hour, and a decision in the matter will be announced shortly.

Senator Carl Marshall returned home during the week from New Orleans where he spent two weeks at the Baptist hospital, and is well and around again, mingling with his numerous friends. The Senator emerged from the ordeal of a surgical operation most successfully.

There is a beautiful box of Candy with a pretty little verse to mother, Go to the telephone right now and reserve one, or better still, come in the store and pick it out.

Mrs. A. B. Marshall, of Logtown, while en route home from Parent-Teachers' convention, at New Albany, Miss., was a guest a few days past of Mr. and Mrs. Eugene Davis, at their home in Trimble Place, Memphis, where she was entertained especially by her host and hostess.

Dr. Paul Rossi, Italian consul general at New Orleans, has leased for the five-month summer period the smaller house of Dr. Joseph Scott, on the Waveland south beach front, and with his family and staff, accompanied by a number of guests, will remain during the real estate agency of Mrs. Penrose.

Mother's Day, May 8th, is fast approaching, and you can better leave your order now for a 2-pound box of Candy at the Atlas Drug Store.

A force of men, at work reconstructing the walls of the Hotel Weston, including the dining room, lobby and parlor, changing the former ivy-covered facade to a combination of ivory and a harmonious tint of green, designed by the architect, will be completed by the end of the month.

Place your order today for a package of Mother's Day Candy at the Atlas Drug Store, or at the Atlas Drug Store, or at the Atlas Drug Store.

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## JIM SHOWN WINS WRESTLING MATCH HELD FRIDAY NIGHT

Pride Wrestler of Bay St. Louis Adds Another Victory to Already Long List—Match With Clyde Robertson, of Arkansas, May 5th.

In an exhibition of remarkable ability and well trained strength, the part of heavyweight gladiators, Jim Shown, the wrestling pride of Bay St. Louis, defeated Jack Sampson, of Little Rock, Ark., at the S. C. gym on last night before a large crowd of enthusiastic fans.

Shown won the first fall in twenty-two minutes with a hook seniors after coming out of a Houston split where he had his big blonde opponent in trouble for a while.

Sampson took the next fall in seventeen minutes with a reverse body slam as he picked Jim up in the air and slammed him with great force to the mat, knocking Shown completely out for a minute.

Facing each other cautiously in the last bout, both men watched for an opening, going to the mat with Nelsons and changing into splits and tucks, slipping out of dangerous quarters they charged to head locks.

After nine minutes Sampson got a reverse body hold on Shown and was attempting a duplicate of the last fall when he tripped just as Shown got a head lock, and both athletes fell heavily to the mat with Jim across Jack's chest, the impact of the fall, together with the fearful headlock knocked Jack out for three minutes and Shown won the decision.

Sampson won the admiration of the fans by his clean sportsmanship, cheered to the echo by everybody present.

Shown was high in his praise of Sampson, stating he was one of the cleanest wrestlers he'd ever met.

The popularity of Jim Shown was attested to by the rousing hand he received upon being introduced by the announcer.

Preliminary Draw. Gillette Shown (brother of Jim) met sterling Barlow in the preliminary and wrestled a draw. Barlow took the first fall by a full cradle in twelve minutes.

Gillette came back strong in the second fall, but was pinned by Barlow's shoulders to the mat in ten minutes and fifty seconds. As the next period was limited to six minutes, it resulted in a draw.

Clyde Robertson Coming. Jim Shown's next opponent will be Clyde Robertson, of Arkansas City, Ark. They met at the college gym on May 5th for two best out of three falls. As Robertson has a very good reputation in mat circles, there's no doubt that a contest well worth seeing will take place.

It may be appropos here to state that the wrestling gang is one of the cleanest sports known and ladies may attend without fear of seeing brutality.

The officials on Friday night were Lawrence Moore, referee; C. A. Breath and Dick Cue, timers, and Harry Saucier, announcer.

Mr. and Mrs. E. A. Thomas and charming young daughter, Miss Hilda, motored out from New Orleans a few days since and are at their attractive home on the Waveland beach front.

They have just returned from a trip to Miami, Fla., and a week's visit in Havana, Cuba.

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## PRISONERS REMOVED TO JACKSON

Charged With Murdering Andy Becker, Coleman and McCann Removed.

Coleman and Steve McCann, two negroes who were in the Gulfport jail on a charge of murdering Andrew J. Becker, Chevrolet automobile dealer in Hancock county, have been transferred to the jail at Jackson for safekeeping until a special term of the Circuit Court convenes in this city on Monday, May 16th, at which time Sherman Falls charged with shooting and killing David Parker in Bay St. Louis three weeks ago, will also be tried.

Transfer of the troops who were guarding the Gulfport jail to duty in the flooded section of the state made this step necessary, for with the departure of the soldiers the jail was without a strong guard. The negroes were previously sent to Gulfport by order of Judge W. A. White to escape possible violence in Hancock county.

McCann and Coleman will arrive from Jackson to Bay St. Louis in due time, when the grand jury, from the last term of court (not discharged from duty), will bring forth the proper indictment.

Mr. S. C. Blaize, resident engineer for Robert L. Totten, Inc., consulting engineers, received a telegram Wednesday announcing the death of Mrs. Ellen F. Totten, mother of Mr. R. L. Totten, president of the firm, and so frequently a visitor to Bay St. Louis in the interest of the local work.

The funeral was held Wednesday. Mr. Totten has quite a circle of acquaintances here and their sympathy is voiced in his hour of sorrow.

Mrs. S. C. Blaize, of New Orleans, accompanied by Mr. R. L. Totten, president of the firm, and so frequently a visitor to Bay St. Louis in the interest of the local work.

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## IN SOCIAL CIRCLES.

Mr. and Mrs. S. Palanque, Jr., entertained during Easter week at their summer home in Waveland in honor of their daughter, Alice, and their niece Ursula, Saver.

Among the guests were Misses Katherine Van Horn, Gladys Pegram, Leah McKnight, Eunice Butler, Marie Wheritt, Marie Mae Hoskins, Lucille Newlin, Marie Reyes, Connie Carnahan, Mrs. E. L. Mitchell and Messrs. Winston Nolan, Claude Andry, Louis Lister, George Dinwiddie, Aldwyn Harold, Robert Baldwin, William Steward, Gordon Hayward, Albert Newlin, Alvin Spelss, Bill Whewitt, Marcell Leysacque, Lawrence Larnier, Walter Thiel, Charles Cowan, Donald Hawkins, Claude Dike, Bruce Keenan, Shilton Porter, J. D. Honerkamp, John Bostain, Richard McCarthy, Jr., Robert L. Mitchell.

The party was chaperoned by Mr. and Mrs. S. Palanque, Jr., and Mrs. Amelia Sancton.

Mrs. John D. Grace, assisted by her accomplished daughter, Miss Virginia, was hostess Monday afternoon at "Grace Villa," on the fashionable Waveland beach front, at bridge, there being quite a number of tables.

The successful contestants were, in order named, Mrs. (Dr.) Alvah P. Smith, Miss Irene Weston, Mrs. Roger M. Boh, Mrs. Owen Crawford.

Mrs. S. A. Power and Mrs. Kenneth W. Pepperdene were joint hostesses Tuesday evening at a bridge party at the home of Mrs. (Dr.) Alvah P. Smith, John Davis, of St. Louis, who is the house guest of Mrs. Power and her mother, Mrs. Abrahams. Mrs. Power and Mrs. Pepperdene will also entertain this Saturday evening to again honor Mrs. Davis, dividing the party into two sections.

Miss Ethel Gex has issued cards for a luncheon-bridge at Pine Hills for next Wednesday afternoon to honor Mrs. Sidney W. Prague, of New Orleans, who is spending a while visiting relatives and friends. The affair promises to be one of the larger and prominent parties.

Wear on front automobile tires is only about one-half as great as on rear ones.

Admitting having robbed three women of their jewels, Thaddeus Varesky, of Warsaw, declared he sold them and gave the money to the poor.

Dr. A. M. King, of Jacksonville, Ill., recently received a check for \$108.75 due his late father for surgical work done in 1878.

Mr. and Mrs. George R. Rea returned home Wednesday from a trip by auto to Wesson, where they visited the former's parents, Mr. and Mrs. S. J. Rea, and report not only making the trip in quick time, but no trace of the recent heavy rains over the entire stretch of road, going and coming by way of Bogalusa, Tylertown and McComb. Mr. Rea has a sister residing in Greenville, where three feet of flood water surround the premises, and another further up the delta in the flood district, but so far safe from danger.

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## LATEST MOVE FOR THE MISS. GULF COAST.

(CONTINUED FROM PAGE ONE)

The rumors, also virtual assurance of a tremendous development in Hancock county where the Bay-Waveland district is located, but which, unfortunately, cannot as yet be publicly specified in detail, also the proximity of the Bay-Waveland district to New Orleans and the fact that it faces east-giving morning sun and evening shade, with unrestricted Gulf breezes and last, but not least, the fact of prices never having been unduly inflated in the Bay-Waveland district should be an incentive for investigation of this particular section of the Gulf Coast.

In conclusion, one can only reiterate that beach frontage on the entire Gulf Coast is now in a position to more than take care of itself, but with the condition simply ideal for pecan groves, dairy farms, and winter vegetable growers, which are what is now needed first and worst, in South Mississippi and with thousands of acres of cut-over pine land now being offered at attractive prices to farmers from the North in the most persistent intelligent manner a substantial but not sensational future for the entire Gulf Coast seems absolutely assured.

Card of Thanks.

I wish to express my heartfelt gratitude the good men and women of the community who were with me during the period following the tragic death of my husband, Andy Becker, for the many attentions and kind ministrations. To me and all my heart goes out in thanks, not forgetting the taxi drivers who gave their autos and services for the funeral and for the beautiful floral offering. While I am crushed, I am not unmindful to the neighbors and other friends and to the people in general of Bay St. Louis and Hancock county. Their kindness and sympathy shall never be forgotten.

Gratefully,  
MRS. ANDY BECKER.  
Bay St. Louis, Miss., April 28, 1927.

CLASSIFIED ADS

DEMONSTRATORS WANTED in Mississippi. Apply to Sales Manager, P. O. Box 538, Bay St. Louis, Miss.

FOR SALE. Apply F. J. Bopp, Main street, Phone 253-J.

FOR SALE. One Underwood Typewriter; splendid condition; will sell cheaply. Act quickly. Boston Shoe Store.

NOTICE TO CREDITORS. Administrator's notice to Creditors of Patrick Purcell, deceased.

Letters of administration having been granted on the 24th day of March, A. D. 1927, by the Chancery Court of Hancock County, Mississippi, to the undersigned upon the estate of Patrick Purcell, deceased, notice is hereby given to all persons having claims against said estate to present the same to the Clerk of said Court for probate and registration according to law within six months from this date, the 15th day of April, A. D. 1927.

MISS AGNES C. SHANNON PURCELL, Administratrix.

CHANCERY SUMMONS. The State of Mississippi. To Mrs. George Hollister Campbell: You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the 2nd Monday of July, A. D. 1927, to defend the suit No. 238 in said Court of Mrs. Alice I. Lyman et al., being a suit to set aside and cancel a deed, wherein you are a defendant.

This 27th day of April, A. D. 1927.  
A. A. KERGOSIEN, Clerk.  
By A. G. FAYRE, D. C.

NOTICE TO CREDITORS. Administrator's notice to Creditors of James McCall, deceased.

Letters of administration having been granted on the 27th day of April, A. D. 1927, by the Chancery Court of Hancock County, Mississippi, to the undersigned upon the estate of James McCall, deceased, notice is hereby given to all persons having claims against said estate to present the same to the Clerk of said Court for probate and registration according to law within six months from this date, or they will be forever barred.

This, the 29th day of April, A. D. 1927.  
MRS. ABIGAIL BOURGEOIS, Administratrix.



## HIS OWN BUSINESS.

The man you see who is running his own business and is wealthy, didn't get there in a week, or a year. He started in a small way and as the years went along he took care of his money, worked hard and he prospered.